



**Benchmarks of Success for Maryland’s Workforce System
Communications Committee (CC)**
July 11, 2019 | 10 a.m. – 11:30 a.m.
Conference Call
Google Hangouts | +1 413-679-2741 | PIN: 324 019 014#

MEETING MINUTES

Attendees:

In-person: Shemel Bowden, Brittney Crisafulli, Susan Kaliush, Steven King, Ken Lemberg, Fallon Pearre, and Kimberlee Schultz

On the phone: Alan Crawley and Emma Wilson

Handouts:

- Agenda
 - Two-sided one-page flyer
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I. Opening

- a. Welcome and introductions – Brittney welcomed newest member Fallon Pearre, Director of Communications for MD Labor. Brittney then asked that everyone introduce him/herself.
- b. Floor open for committee members to share any news
 - i. Ken Lemberg (*MD Labor-Governor’s Workforce Development Board or GWDB*) invited everyone to attend the upcoming GWDB board meeting being held at Maryland Department of Transportation headquarters on September from 3:30 p.m. – 5:30 p.m.
 - ii. Steven King (*MD Labor-Division of Unemployment Insurance or DUI*) shared that DUI is making progress on modernizing the computer system and plans to go “live” this fall. DUI is in the process of conducting “town hall meetings” to educate as many employers as they can about the UI modernization project. These meetings are by invitation only.
 - iii. Susan Kaliush (*MD Labor-Division of Workforce Development and Adult Learning or DWDAL*) mentioned that based upon recently passed legislation, MD Department of Labor, Licensing and Regulation is now called MD Department of Labor. Effective July 1, 2019, this name change comes along with a new logo. Additionally, MD Labor will have a new secretary starting in August, Tiffany Robinson.

II. Old Business

- a. Collateral development



- i. Two-sided flyer
 - 1. MD Labor team will redesign the new workforce banner with the new logo then will send the new banner to Katherine Morris (*Department of Human Services or DHS*)
 - ii. Poster
 - 1. Status – June completion by DHS design team
 - iii. Rack card
 - 1. Status – July completion by DHS design team
 - iv. Distribution strategy
 - 1. Each agency will print their own supply utilizing Maryland Correctional Enterprises.
- b. 2019 Newsletter
- i. Content
 - 1. Main story – Kim McKay (*Maryland Department of Disabilities or MDOD*)
 - 2. Success story/additional story – Michelle Day (*Frederick County*) and Ruthy Davis (*Southern MD*)
 - ii. Schedule
 - 1. The July/August newsletter will be a combined edition with will be distributed on August 1, 2019.
- III. New Business
- a. Roadshow (Ken)
 - i. Updates – the main feedback was that the “local” staff would like to get more involved.
 - b. Next steps or action items
 - i. Ken will put together a “roadshow” schedule to be accessed on the Google drive.
- IV. Next Meeting – August 1, 2019 – 10 a.m. – 11:30 a.m.
- V. Adjournment